

PHLY-24,710

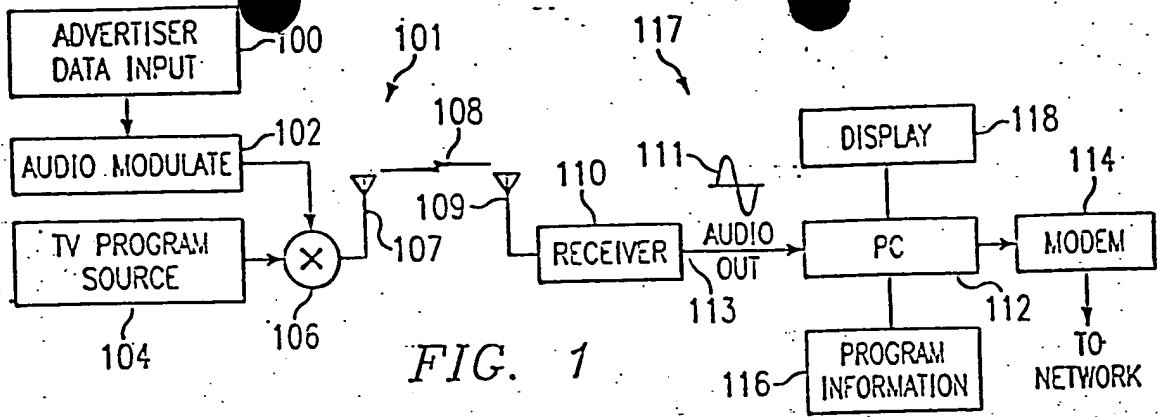


FIG. 1

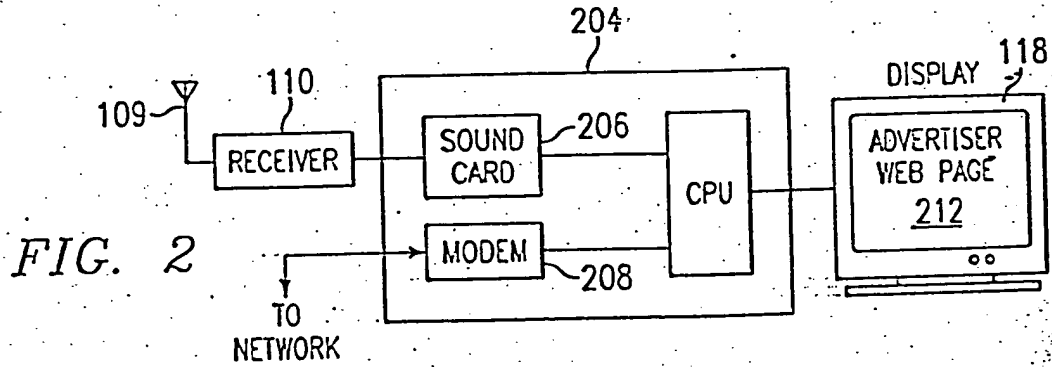


FIG. 2

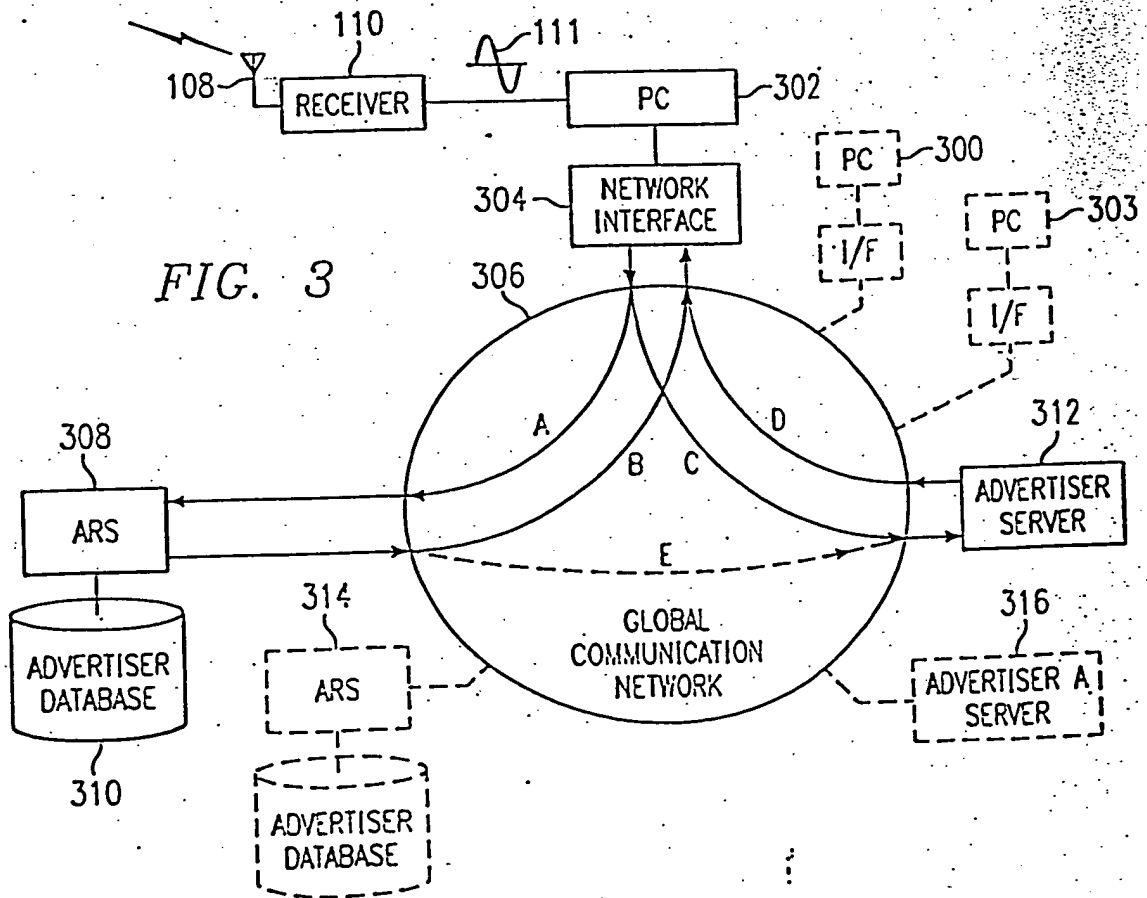


FIG. 3

554280 1242860

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER

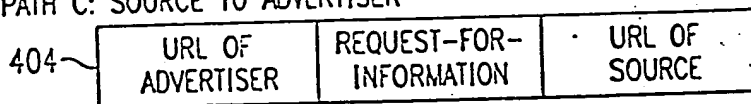


FIG. 4c

PATH D: ADVERTISER TO SOURCE

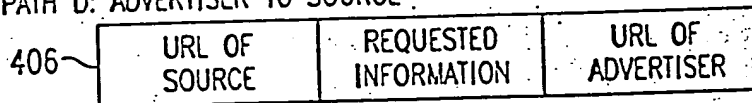


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

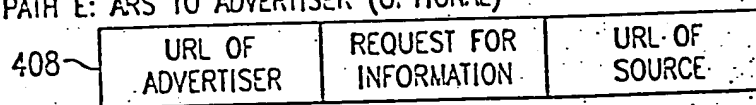


FIG. 4e

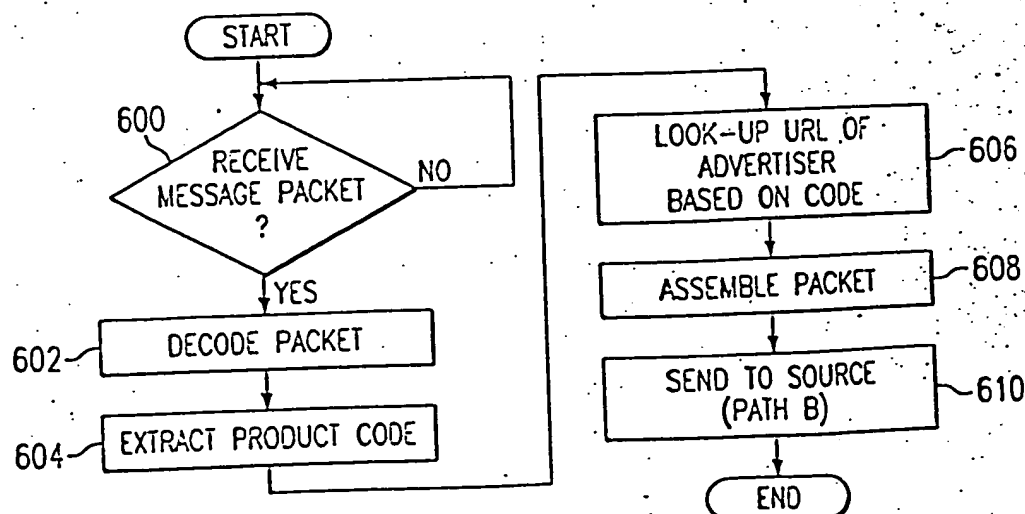


FIG. 6

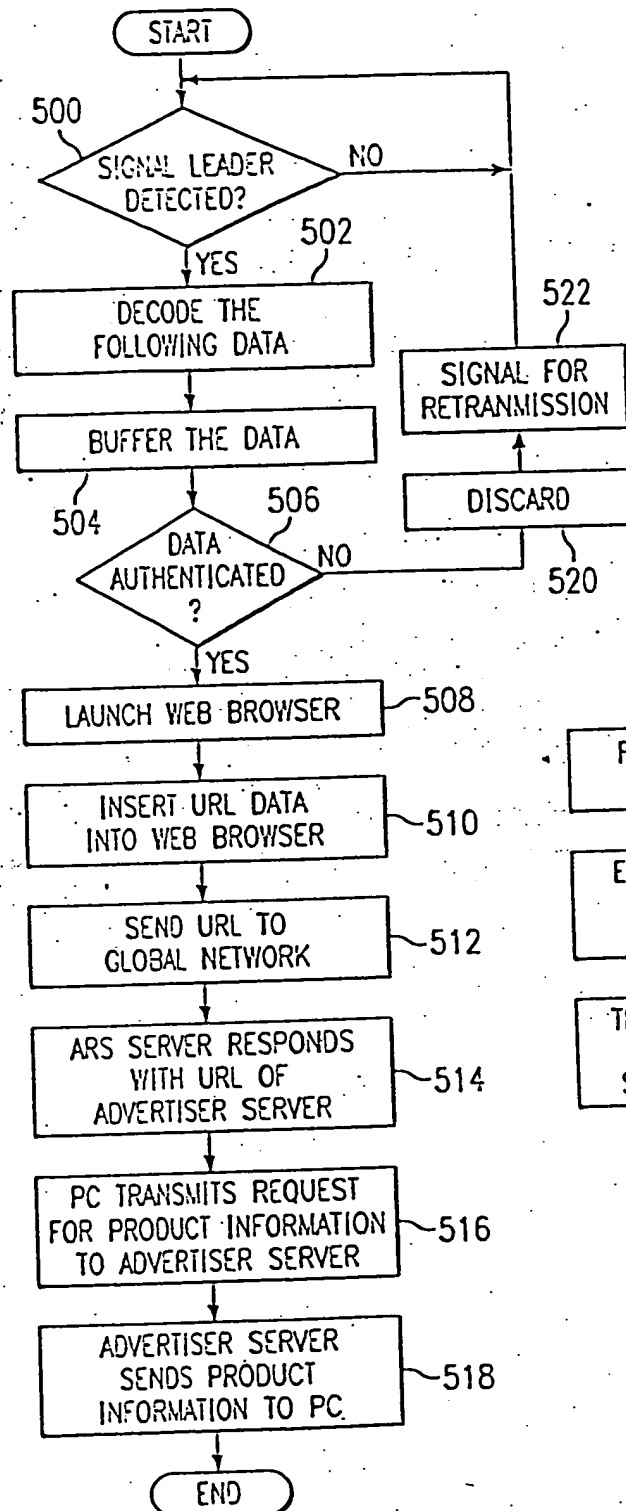


FIG. 5

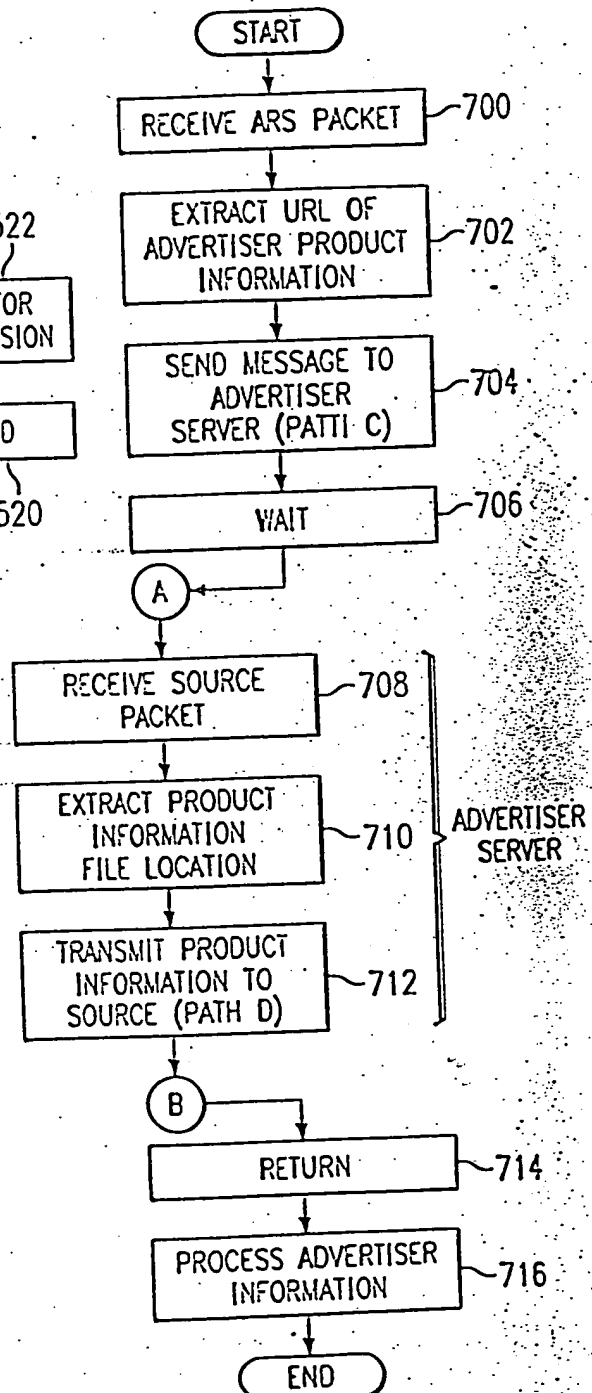


FIG. 7

740

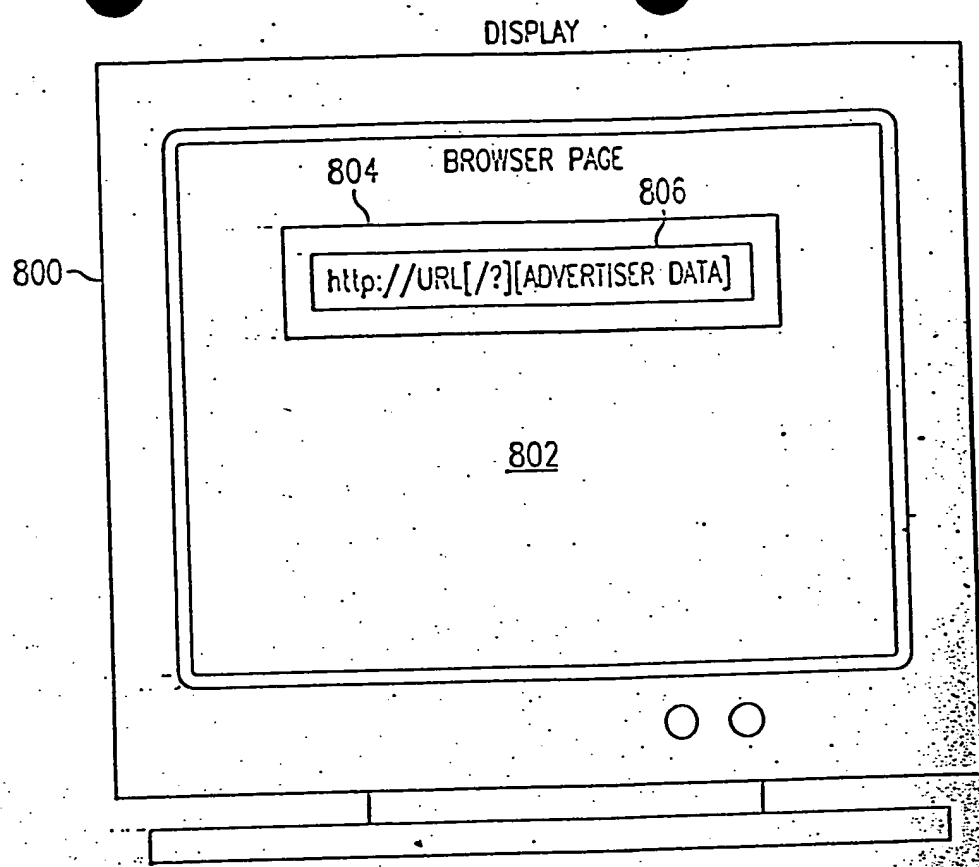


FIG. 8

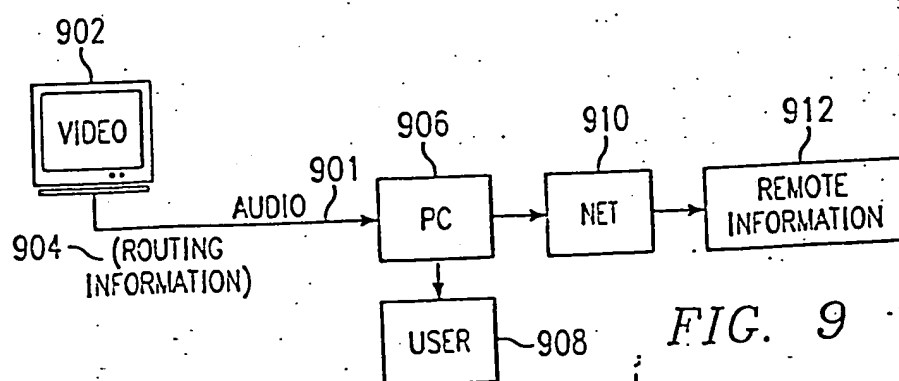
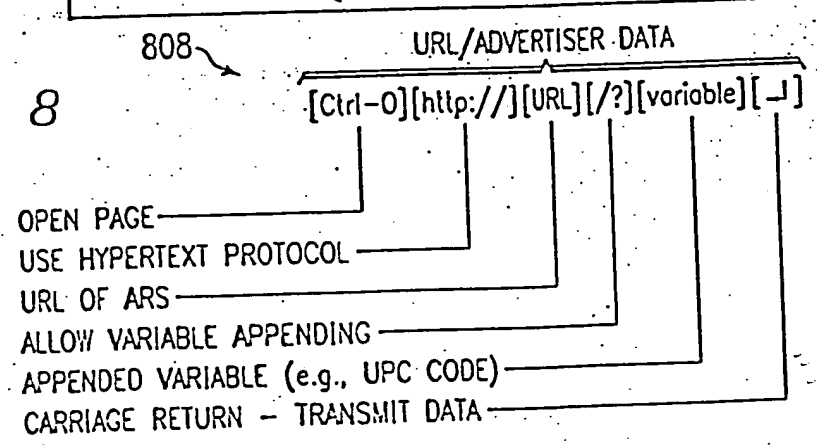
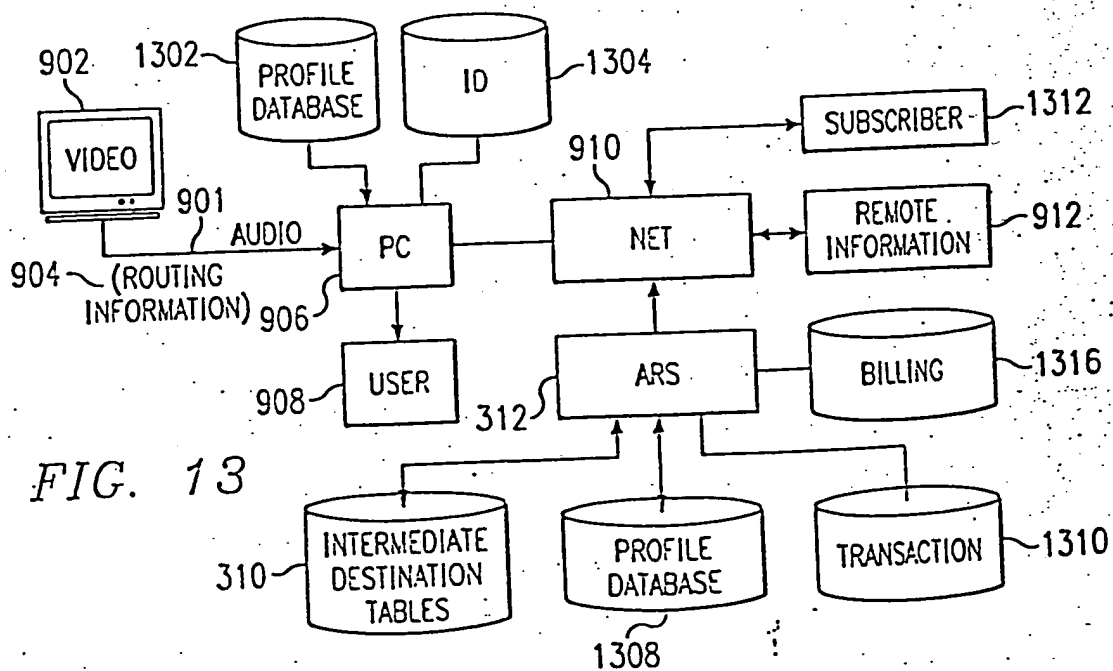
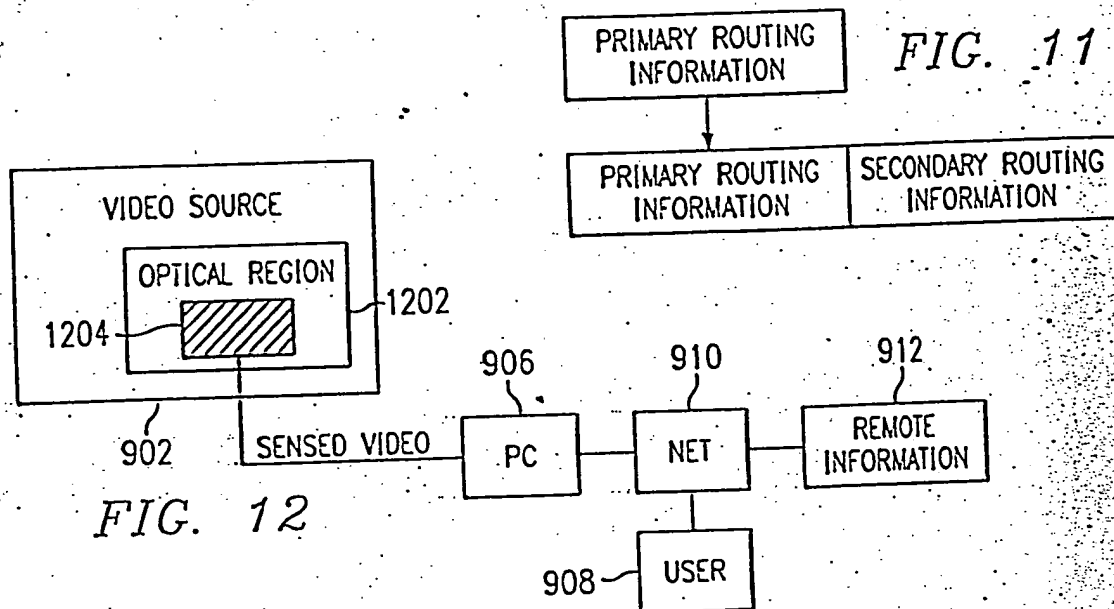
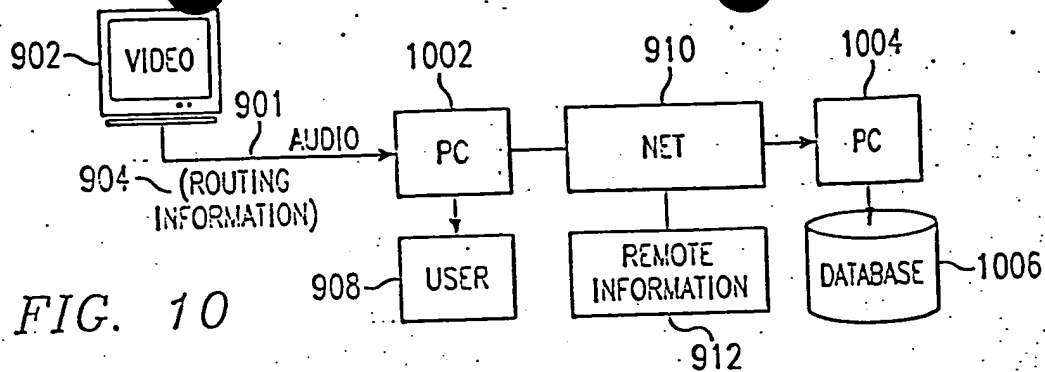


FIG. 9



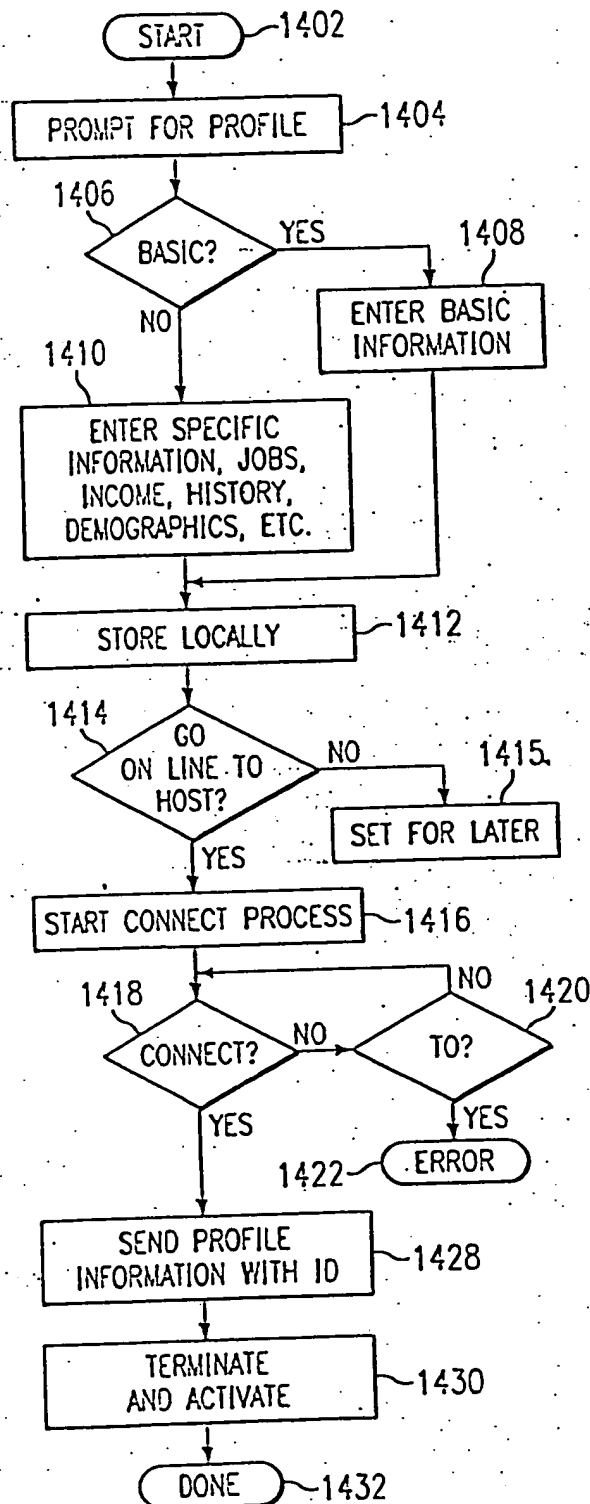


FIG. 14

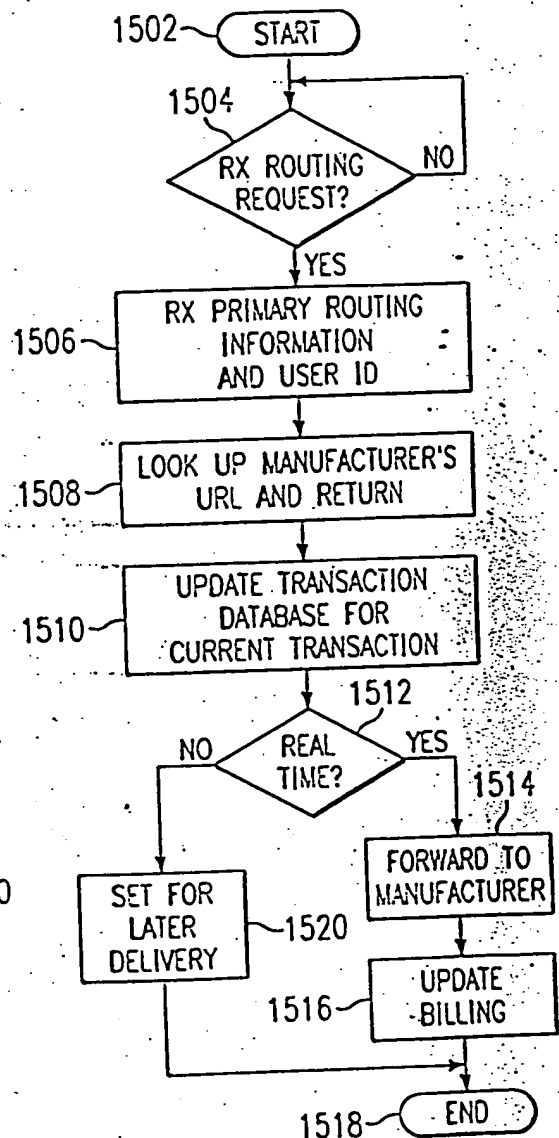


FIG. 15

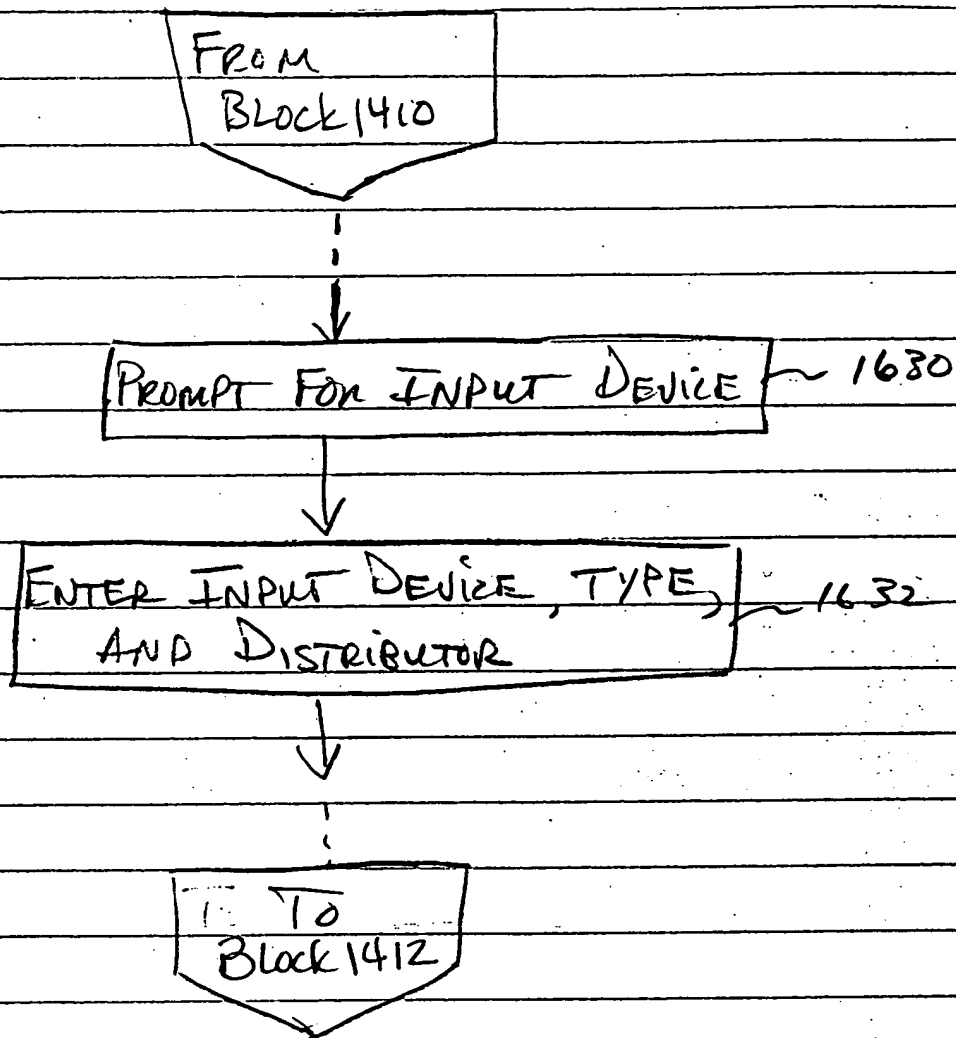


FIG. 16a

FIG. 16

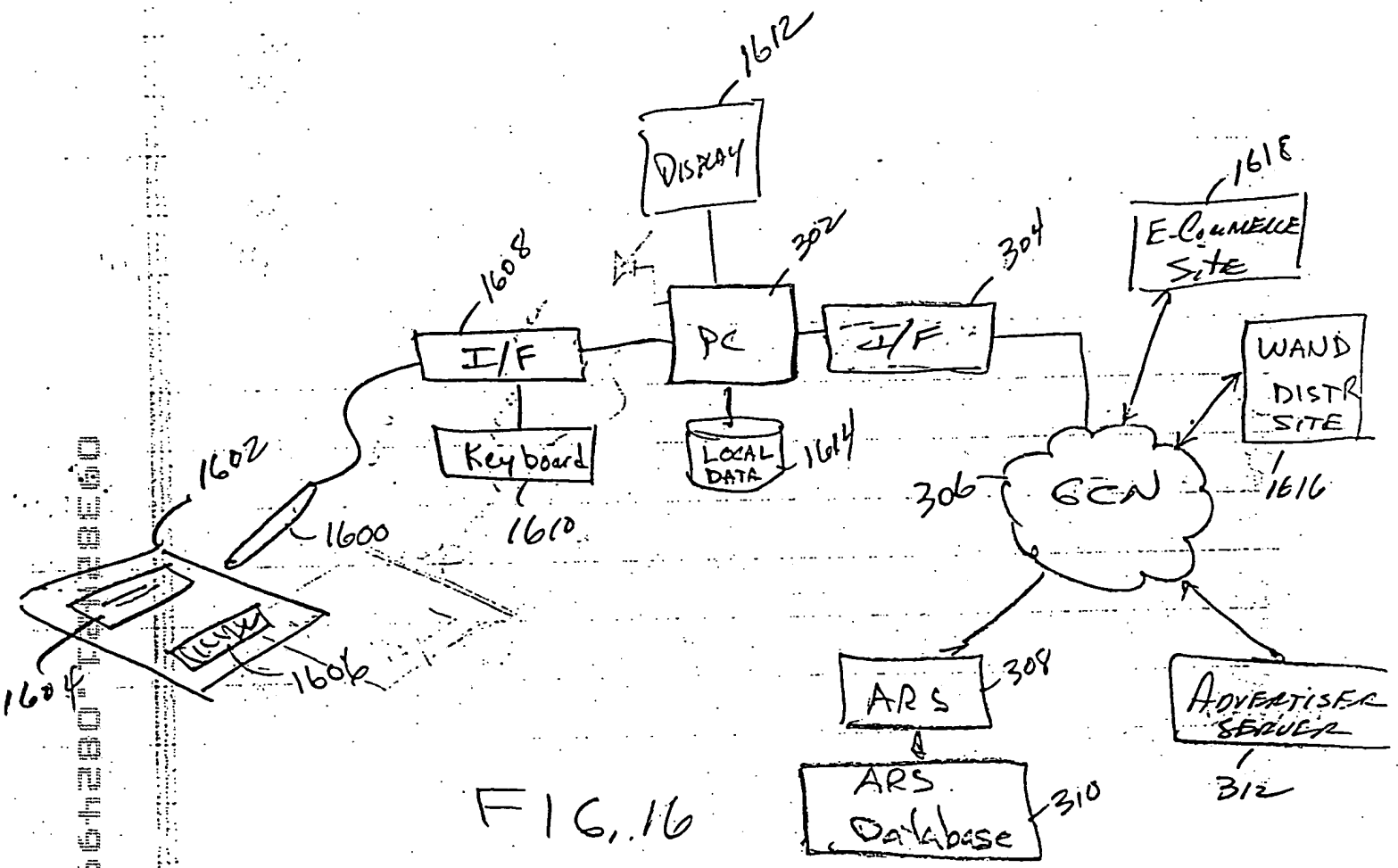


FIG. 16

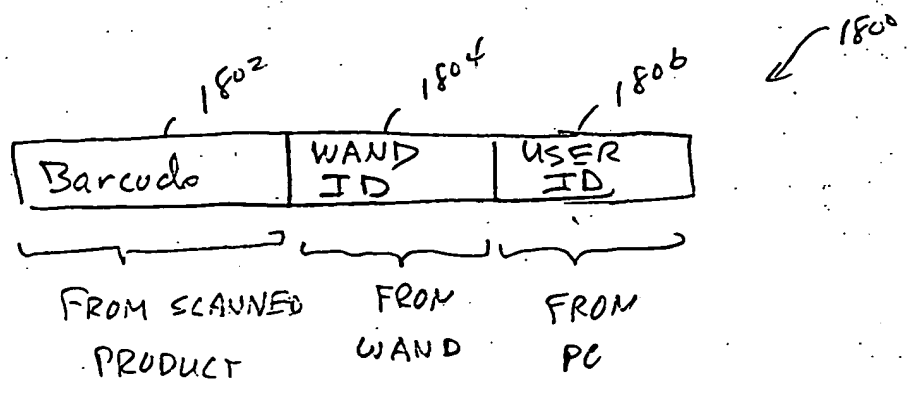
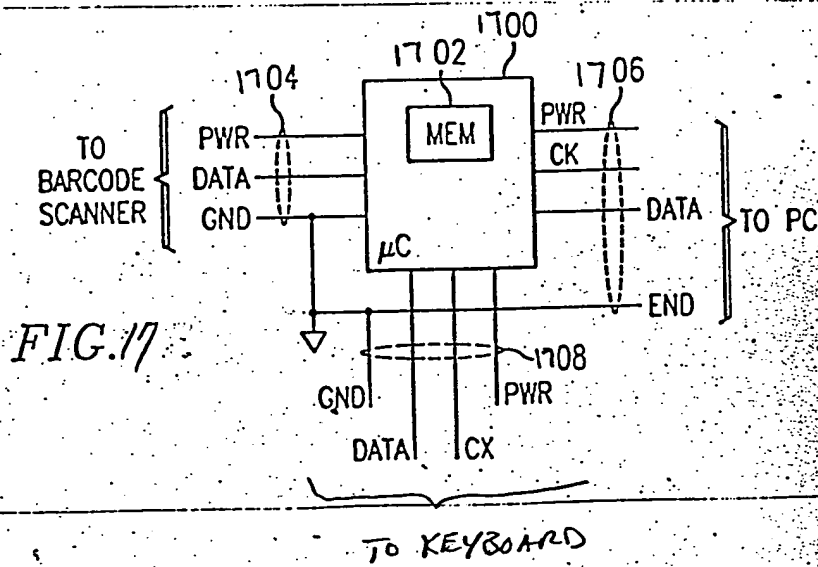


FIG. 18

11127-27, 627
289
740



737 740

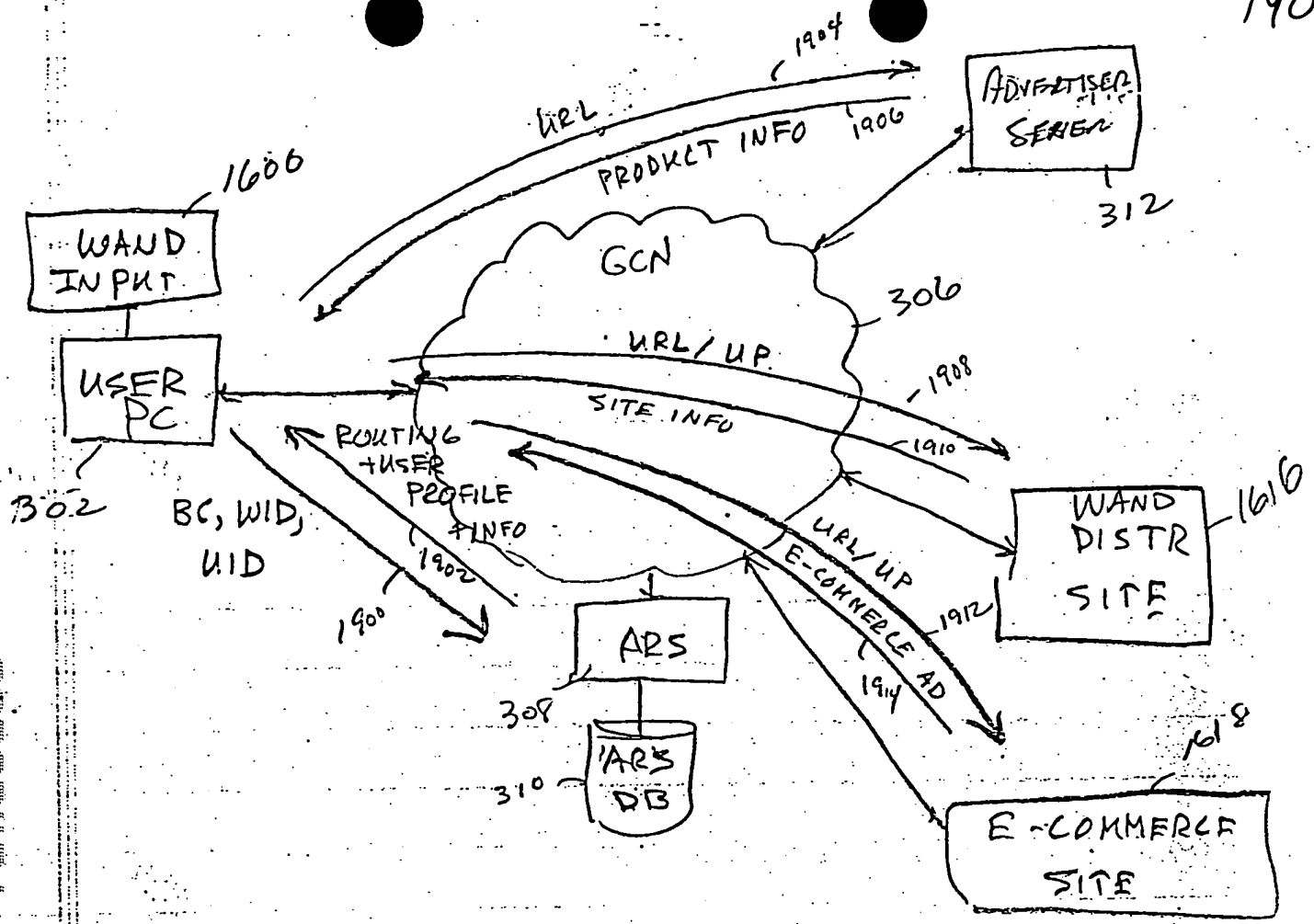
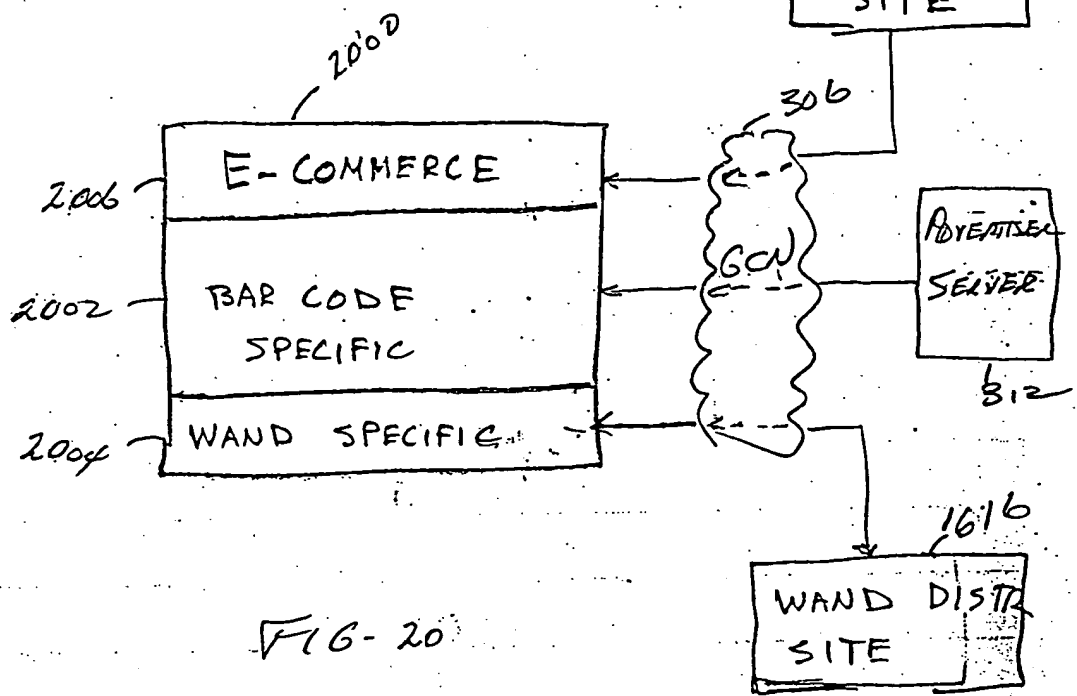


FIG. 19

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2102		2104		2106	2108	
PRODUCT		WAND		USER	E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE	BC	INFO

PRS DATABASE

FIG. 21.

239 740

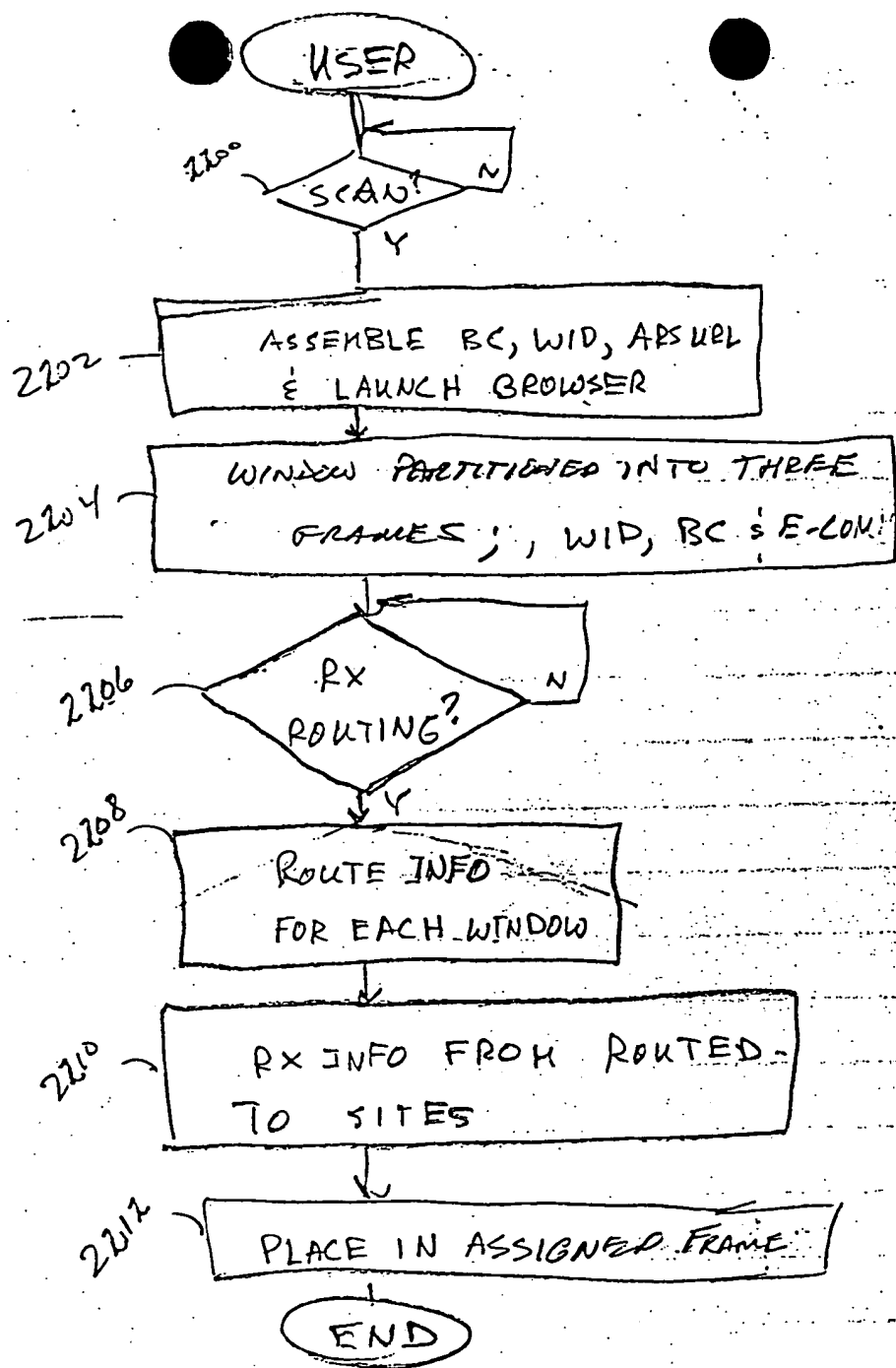


FIG-22

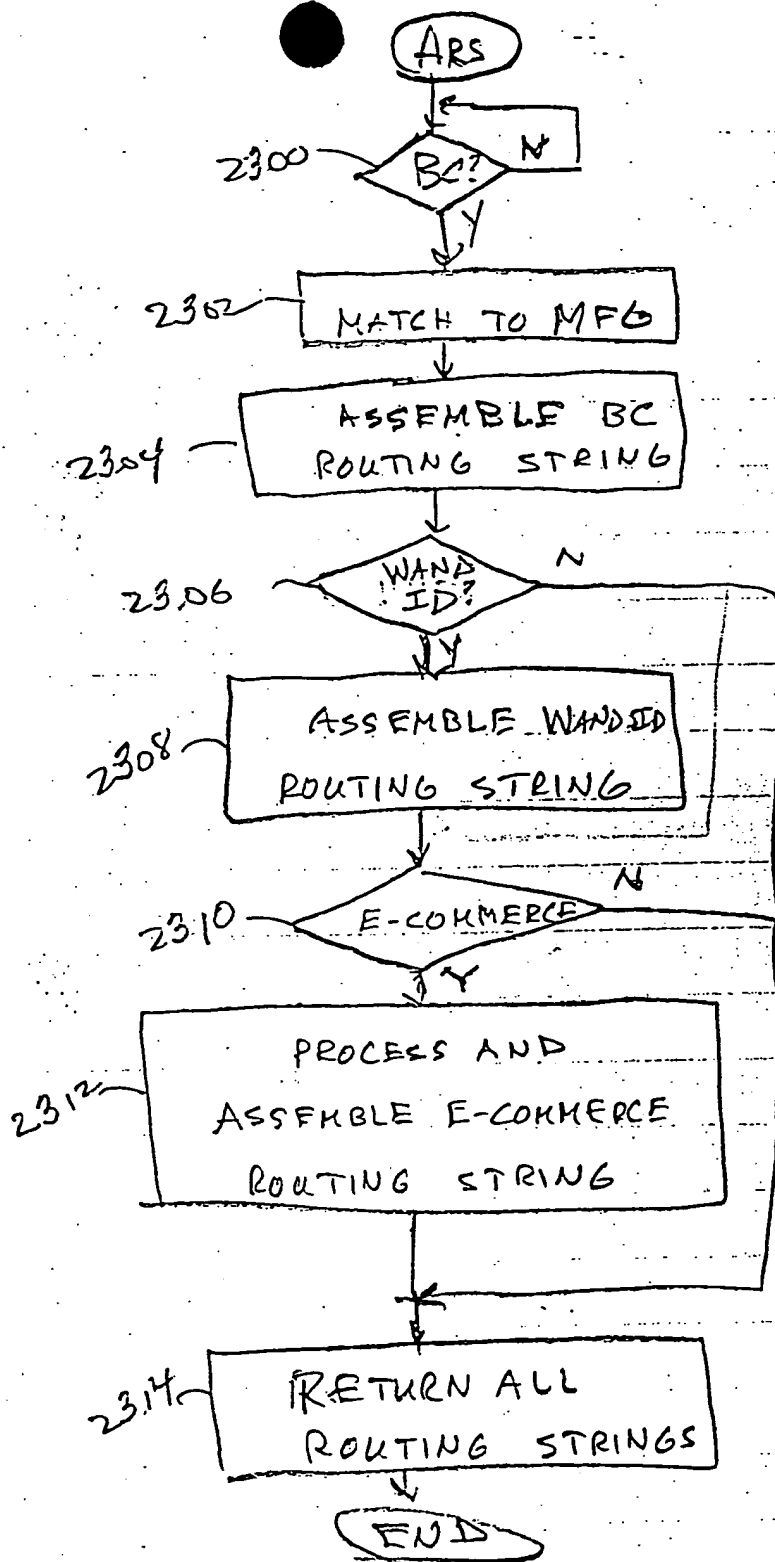


FIG. 23

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740

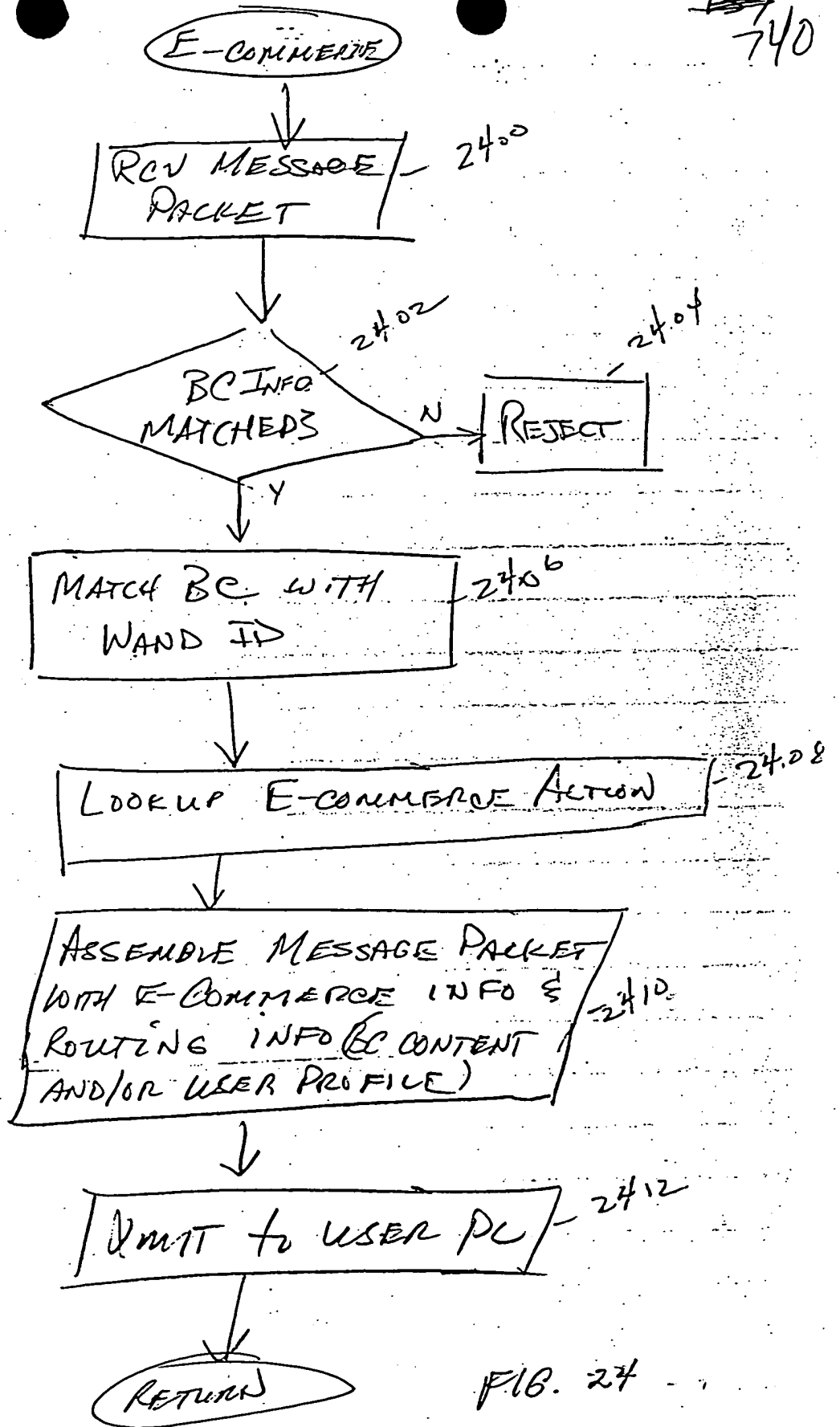


FIG. 24

661230 1 2423E60

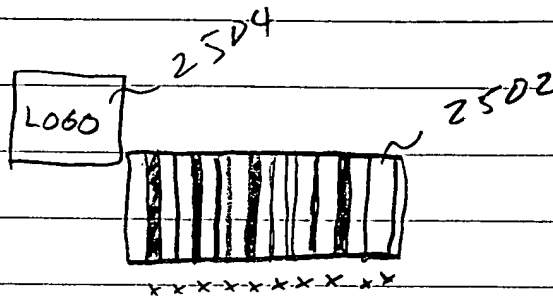


FIG 25a

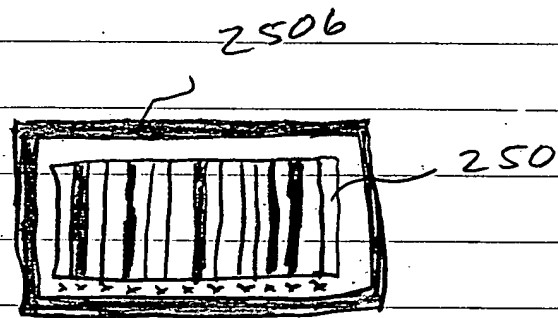


FIG 25b

654230 " 1 24 23 60